

THE CLEVELAND MUSEUM OF ART

ARTIST BIOGRAPHY

MAY 93

Please complete and return the following questionnaire for our reference file on May Show artists.

FULL NAME: HERBERT ASCHENMANN JR. PRESENT POSITION

DATE AND PLACE OF BIRTH: 0610~~19~~47 BOSTON MASS

CATEGORY/PRIMARY MEDIA: PHOTOGRAPHER

ART TRAINING (Schools, Scholarships, etc.):

SELF TAUGHT

EXHIBITIONS IN WHICH YOUR WORK HAS BEEN SHOWN (include location and year):

1 MAN - BUTLER INSTITUTE AMERICAN ART 1992 - YOUNGSTOWN OH
numerous may shows, regional, national exhibits


COLLECTIONS THAT NOW INCLUDE YOUR WORK:

BIBLIOTHEQUE NATIONALE
PARIS AUDIO-VISUAL
MUSEUM INTERNATIONAL PHOTOGRAPHY EUROPE (PARIS)
LONDON PORTRAIT GALLERY (ENGLAND)
numerous private collections

AWARDS:

We would appreciate having a statement about your philosophy and work as an artist—either general or something specific about the piece(s) selected for this year's May Show to aid us in the preparation of gallery talks and in the release of publicity materials. For more space, use the back of this sheet.

A S C H E R M A N



P H O T O G R A P H E R

A statement about my philosophy and work as an artist:

I believe that the essence of a photograph, or any work of art for that matter, is communication between the artist and the viewer.

I believe that communication begins with the technical mastery of, and performance with, the materials the artists selects.

Once the artist has gained control of his medium I believe that he should demonstrate, through his artwork, a rapport with the subject. The corollary to this statement is that the rapport he establishes must be visible to the viewer; which, in effect, completes the communication from his mind and eye, through the finished piece, to the delight of the viewer.

In the process of communicating, the artist must also demonstrate a unique vision of his subject matter. The final element of a successful piece of art is a strong emotional impact which no work can stand without.

I believe that art should uplift the human condition.



The palladium/platinum process was developed by Englishman Willard Willis in 1880. Willis found that photographic emulsions could be sensitized with one of the four Noble Metals: gold, silver, platinum and palladium. The process is accomplished by mixing palladium into a light sensitive solution which is then hand coated onto archival paper. Once the paper is sensitized, a negative the size of the finished print is contact printed onto the sheet. Exposed to ultra-violet light (in the old days direct sunlight was used,) the print visibly develops a latent image. The paper is then immersed in several baths of acid to wash away the un-sensitized platinum, air dried, and mounted for presentation. While platinum gives the print a soft light brown 19th century look, palladium is slightly more purple. Unlike contemporary enlarging processes which may take minutes from start to finished print, this process may take up to several hours per image.

HERBERT

ASCHERMAN, JR.

PHOTOGRAPHER

1846

COVENTRY

VILLAGE

SUITE 4

CLEVELAND HTS.

OHIO

44118-1699

216.321.0055/54

FAX: 216.321.4372

THE CLEVELAND MUSEUM OF ART
ARTIST BIOGRAPHY

MAY 87

Please complete and return the following questionnaire for our reference file on May Show artists.

FULL NAME: Herbert Ascherman Jr.

PRESENT POSITION photographer

DATE AND PLACE OF BIRTH:

June 10 1947 - Boston Mass

CATEGORY/PRIMARY MEDIA:

Photography

ART TRAINING (Schools, Scholarships, etc.):

Self Taught

EXHIBITIONS IN WHICH YOUR WORK HAS BEEN SHOWN (include location and year):

8 May Shows -

numerous other exhibits, publications, etc.

COLLECTIONS THAT NOW INCLUDE YOUR WORK:

most recently: Bibliothèque nationale - Paris
Museum of Paris

AWARDS:

one At the May Show (Purchase Award by Cleveland
Print Club)
lots of others

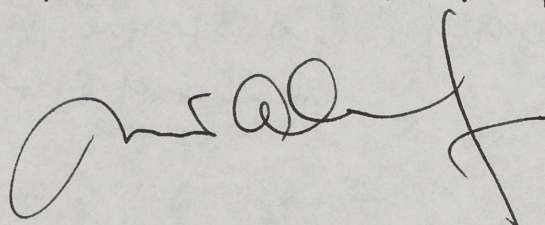
We would appreciate having a statement about your philosophy and work as an artist—either general or something specific about the piece(s) selected for this year's May Show to aid us in the preparation of gallery talks and in the release of publicity materials. For more space, use the back of this sheet.

In general: there are 5 elements to a photograph (as any other
piece of art for that matter): 1. High technical performance (understanding
the tools) 2. rapport between photographer & subject 3. visibility
of this rapport to the viewer. (Zen-istic) 4. strong emotional
impact 5. unique vision.

About this year's piece → over

There has, for many years, been a strong undercurrent of surrealism in my work. Sometimes I notice it, - The "it" referring to a specific desire to create a surreal image - sometimes the image surprises me because, although I consciously saw the image, and consciously ~~traced~~ pushed the shutter, the resulting photograph (such ^{as} ~~was~~ this one) becomes more provocative and powerful than the object I was photographing.

As an artist, I wrestle daily with a problem of identity. Who am I, who has been given the talent and ability to create - and what of it. Surrealism becomes a test of internal faith: can I consciously portray a private vision, and therefore define myself a little more specifically.



NB: throughout the year I photograph continuously, always/not always keeping in mind my "may show" entries. Sort of a little game - before I snap the shutter. Sometimes. Not often. I was looking for another print to enter and saw this one. It quieted the office. Some in awe, others in confusion. I enjoyed the different responses it generated. I find this particular image very strange, and strangely comforting.

MAY 82

BIOGRAPHY

Herbert Ascherman, Jr.

1785 Coventry Village
Cleveland Hts., Ohio
44118
(216) 321-0055

Birthdate: June 10, 1947
Birthplace: Boston, Massachusetts
Marital Status: Single, one son

Education: 1965- Shaker Heights High School, Shaker Hts. Ohio
1970- BA University of Hartford, Hartford Ct. English Literature
1971- MAT University of Hartford, Hartford Ct. English Literature,
Teaching Certificate
1972- Post Graduate University of Connecticut, Learning Disabilities
1973- National Hardwood (Association, Lumber) Inspectors School,
Memphis Tenn.

Employment: 1970-72 Instructor, Hartford Public School System, Hartford Ct.
1973-75 Field representative, lumber inspector, American National
Hardwoods (Headquartered in) Union City Pennsylvania
1975-77 Free lance photographer, Cleveland Ohio
1977- Photographer, self-employed, Cleveland Ohio

Photographic Teaching Experience: (since 1977)
The Beck Center, Lakewood Ohio (lecturer)
Black River School System, Sullivan Ohio (lecturer)
Catholic Diocese of Cleveland (lecturer)
Cleveland Heights, Gallery Goers (lecturer)
Cleveland Heights Community Service Program (2 years)
Cuyahoga Heights School System (lecturer)
Hathaway Brown School, Shaker Heights (lecturer)
Intown Club, Cleveland (lecturer)
John Carroll University, Adult education programs (2 years)
John Carroll University, Faculty, Art of Photography, wrote and
taught course, (2 years)
NASA-Lewis Research Center Camera Club (lecturer)
Photographic Historical Society of the Western Reserve (lecturer)
Photographic Society of America, Cleveland Chapter (lecturer)
Portrait Seminar, Detroit Michigan, seminar leader
University School, Shaker Hts. (lecturer)
Cleveland High School of Arts
PHOTOID 1949, 81
NORTH EASTERN OHIO Council concert clubs
Junior League of Cleveland

Youngstown STATE Univ

Herbert Ascherman, Jr.
Biography (Continued)
Page Two

Organizations Founded:

Cleveland Photographic Workshop, a not-for-profit photographic gallery and teaching facility, founded 1979. Currently CPW director, position donated.
Cleveland Gallery Association, founding director, position donated.

Organizations, member:

Professional Photographers of America
Society for Photographic Education
Photographic Historical Society of the Western Reserve

Publications, photographs:

1975 Camera 35
1975 to present: Regularly in local media, (Cleveland Magazine, Northern Ohio Live, newspapers, etc.); national media (AP, UPI, People Magazine, etc.)

Publications, listings as photographic resource/guide:

1979 Blodgett, Richard Photographs: A Collector's Guide
1979 Witkin, Lee The Photograph Collector's Guide
1981 Morgan-Morgan Who's Who in Photography
1981 Lutz, Robert Photographers Market

Exhibition Schedule, group shows:

1976-80 Cleveland Museum of Art, May Show
1976-77, 80, 81 New Organization of the Visual Arts (NOVA)
1976-77, 80, 81 Jewish Community Show, Cleveland Heights
1978 Cain Park, Cleveland
1978-79 Beck Center Proscenium Show, Beck Center, Lakewood
1979 New Gallery, Cleveland, National Photography Show
1980 Cuyahoga County Community Service Photo Show, 1st Place
1981 100 Years of Photography, Wach-Edwards Gallery, Houston Texas
1981 Judy Chicago Art Auction (Show)
1981 The Bus Project, Cleveland State University, Cleveland Regional Transit Authority Executives, Public Square Documentation.

Exhibition Schedule, one-man shows:

1978-80 Cleveland Photographic Workshop, annual portrait show
1979 Cuyahoga County Regional Library, (35 pieces)
1980 Coventry Art Gallery, 10 year retrospective (50 pieces)
1981 Cleveland State University, Factory Theatre

Galleries currently holding work:

Yuen Lui, Seattle Washington (since 1979)
Eloquent Light, Rochester Michigan (since 1980)
Erie Art Center, Erie Pa. (since 1980)
Wach-Edwards Gallery, Houston Texas (since 1981)
Gallery Gemini, Palm Beach Florida (since 1981)

Herbert Ascherman, Jr.
Biography (Continued)
Page Three

Professional Representation:

In Ohio, by the Artist.

Nationally, Peter Wach, ~~Wach-Edwards Gallery, Houston-Texas~~
Agnon Ohio

Consultant, Curatorial, Promotional, Media Services (donated):

1979-81 WVIZ Annual Auction (Cleveland Public Television)

Photography Consultant for the art division.

1979 New Gallery of Contemporary Art, Lecture series:

"Seven Visions of Photography" (Coleman, Kirkpatrick,
Uelsman, Michals, Cosindas, Adams) Organizing Board

1979 PhotOhio, lecturer

1980 Agnon Art Auction, consultant and organizer

1980 Red Cross, Cleveland Chapter, consultant

1981 Cleveland Art Festival, Steering Committee

Cultural, Public Service Organizations worked for:

Cleveland Playhouse

Cleveland Ballet

Fairmount Theater of the Deaf

Red Cross Chapter, Cleveland, Annual Report (1980/81)

WCLV-Cleveland's Fine Art Radio Station

Cleveland Orchestra, Fundraising Marathon

Junior League of Cleveland

Recreation League of Cleveland

New Cleveland Opera Co.

Cleveland Civic Ballet (North Coast Ballet Theatre)

Cleveland Ballet

Judge. Scholastic aptitude ART Program

Steering Committee. Cleveland Art Festival

MAY 80



BIOGRAPHY

Herbert Ascherman, Jr.

Address: 1785 Coventry Road
Cleveland Hts., Ohio 44118

Telephone: (216) 321-0055

Birthdate: 6-10-47

Birthplace: Boston, Massachusetts

Education: Shaker Heights High School
BA, MAT, University of Hartford
Postgraduate work, University of Connecticut

Employment: Instructor, Hartford Connecticut
Two years field work in Appalachia for the
American Lumber Company
Freelance photographer, two years
Opened studio and gallery at 1785 Coventry Road,
Cleveland, March 1977
Photography: Portraits, weddings, commercial work

Photographic Teaching Experiences:

Cleveland Heights High, Adult Education, two years
John Carroll University, Adult Education, two years
John Carroll University, Staff, two years, (wrote
and taught Photography As Art for Fine Arts Dept.
Lectures widely to schools and social organizations
on a variety of photographic topics

Founder-Director of Cleveland Photographic Workshop, a not-for-profit
organization (incorporating the Ascherman
Gallery)

Objectives: To display and promote photographic artists with a
primary interest in those who have potential yet
have had little exposure
To raise photographic consciousness in the
community
And, to provide quality photographic educational
experiences

HERBERT ASCHERMAN, JR.
BIOGRAPHY
PAGE TWO

Exhibits and
Publications:

1975 Camera 35
1976, ⁸⁰ New Organization for Visual Arts (NOVA)
Juried Art Show
1976, ⁸⁰ JCC Show, Cleveland
1976-79 ⁸⁰ Cleveland Museum of Art -- May Show
1977-78 Host/Judge -- NOVA Open Photography Show
1978-79 ⁸⁰ Ascherman Gallery -- Portrait Show
1978 Cain Park Gallery, Cleveland
1978-79 Beck Center, Proscenium Show
1979 Cuyahoga County Regional Library System
One Man Show

1980 *community development open show place*

Consultant, Curatorial, Promotional, Media Services (Donated):

1979-80 WVIZ Auction
1979 New Gallery of Contemporary Art --
Lecture Series "Seven Visions of
Photography" (Coleman, Kirkpatrick,
Uelsmann, Michals, Cosindas, Winogrand,
Adams) - Organizing Board
1980 Agnon Annual Art Auction
1980 - Red Cross Poster Contest -- Judge
1979 PhotOhio - Lecturer

THE CLEVELAND MUSEUM OF ART
ARTIST BIOGRAPHY

APR 9 1979

Please complete and return the following questionnaire for our reference file on Cleveland Artists.

FULL NAME: HERBERT Ascherman ✓
DATE AND PLACE OF BIRTH: June 10 - 1947 ; BOSTON MASS
PRIMARY MEDIA photography
ART TRAINING - Schools, Scholarships, etc.:

EXHIBITIONS IN WHICH YOUR WORK HAS BEEN SHOWN:

1976 ; 1977; 1978 May show
SCC, Hallmark Center, etc
numerous / man

COLLECTIONS WHICH NOW INCLUDE YOUR WORK:

many - widely collected

AWARDS:

PRESENT POSITION:

Director - Cleveland photographic workshop
Photographer - gallery owner. Teacher

We would appreciate any information regarding subsequent awards, purchases, exhibitions and scholarships.
Thank you for your cooperation.

THE CLEVELAND MUSEUM OF ART
ARTIST BIOGRAPHY

Please complete and return the following questionnaire for our reference file on Cleveland Artists.

FULL NAME: HERBERT ASCHERMAN JR

DATE AND PLACE OF BIRTH: Boston MASS 6-10-47

PRIMARY MEDIA Photography

ART TRAINING - Schools, Scholarships, etc.:

SELF TAUGHT

EXHIBITIONS IN WHICH YOUR WORK HAS BEEN SHOWN:

may show 1976, 77, 78

JCC 1977

NOVA 1976

ONE man - collinwood ART center 1976 JAN.

Ascherman Gallery 1978 APR

(major) COLLECTIONS WHICH NOW INCLUDE YOUR WORK:

SAL LOPEZ NEWPORT RHODE ISLAND

(widely collected throughout U.S.)

AWARDS:

PRESENT POSITION: photographer - owner-director Ascherman (photography) gallery.

We would appreciate any information regarding subsequent awards, purchases, exhibitions and scholarships.
Thank you for your cooperation.

JUL 1 1977

THE CLEVELAND MUSEUM OF ART
ARTIST BIOGRAPHY

Please complete and return the following questionnaire for our reference file on Cleveland Artists.

FULL NAME: HERBERT ASCHERMAN JR

DATE AND PLACE OF BIRTH: 6 10 47 BOSTON MASS

PRIMARY MEDIA photography

ART TRAINING - Schools, Scholarships, etc.:

EXHIBITIONS IN WHICH YOUR WORK HAS BEEN SHOWN:

Collinwood Arts Center - 1 man	76
NOVA Invitational photographers	76
may show	76
JCC show	77

COLLECTIONS WHICH NOW INCLUDE YOUR WORK:

AWARDS:

PRESENT POSITION: professional photographer, gallery owner (exclusively photographer -) teacher (photo as art - J.C.U.)

We would appreciate any information regarding subsequent awards, purchases, exhibitions and scholarships.
Thank you for your cooperation.

THE CLEVELAND MUSEUM OF ART
ARTIST BIOGRAPHY

NOV 23 1976

Please complete and return the following questionnaire for our reference file on Cleveland Artists.

FULL NAME: Herbert Ascherman Jr.

DATE AND PLACE OF BIRTH: June 19, 1947, Boston, Mass.

PRIMARY MEDIA Photography

ART TRAINING - Schools, Scholarships, etc.:

Primarily self taught

EXHIBITIONS IN WHICH YOUR WORK HAS BEEN SHOWN:

One man show, Collinwood Artcenter Gallery,	1976
Dodds/Frame & Photo Show	1976
NOVA invitational Photo Show	1976
May Show	1976
Photogenesis Annual Show, Columbus	1975

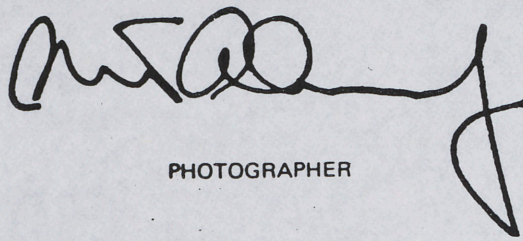
COLLECTIONS WHICH NOW INCLUDE YOUR WORK:

AWARDS:

PRESENT POSITION:

Professional Photographer, Self employed

We would appreciate any information regarding subsequent awards, purchases, exhibitions and scholarships.
Thank you for your cooperation.



PHOTOGRAPHER

HERBERT ASCHERMAN, JR.

TWO ONE EIGHT EIGHT BROCKWAY ROAD, UNIVERSITY HEIGHTS, OHIO FOUR FOUR ONE ONE EIGHT

BIOGRAPHIA

June 10, 1947

Marriad, a son

BA, MA, Post graduate studies

Extensive travel, US and abroad

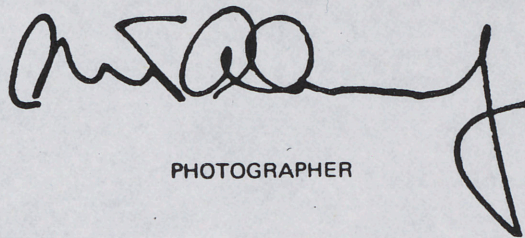
Photographicly self taught from experience is teaching,
painting, literature, visual media, philosophy and religion.

Published: Camera 35, August issue, 1975

Commissions: Cleveland, Palm Beach, Hartford, Boston,
New York City, Memphis

Data: Most photographs were made with a Hasselblad.

Prints were archivally processed on Portriga Rapid
paper and selenium toned.



PHOTOGRAPHER

HERBERT ASCHERMAN, JR.

TWO ONE EIGHT EIGHT BROCKWAY ROAD, UNIVERSITY HEIGHTS, OHIO FOUR FOUR ONE ONE EIGHT

There is an understanding of all things.

The artist is one who translates, through his sensibilities, that which he perceives to understand to that which is tangible.

Photography is a unique method of translation in that its means is solely mechanical: it is the camera that sees. The artist-photographer must then manipulate what he is given, to produce the final image.

I explore the real and unreal in search of the final image.

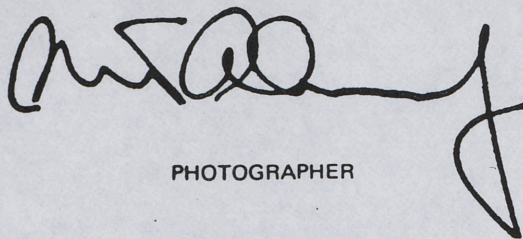
I seek Quality.

When pressed for Quality's parameters, I can only give what they are not, and then I become entangled in the verbal and visual semantics of expression.

But Quality exists in the understanding that the idea, concept, or object to be expressed, that the means of expression, and the motivator of the expression are all integral parts of the whole.

Neither part can exist independently and still be Art.

A photograph must, by its own nature, combine and demonstrate artistic sensibilities and technical performance.



PHOTOGRAPHER

HERBERT ASCHERMAN, JR.

TWO ONE EIGHT EIGHT BROCKWAY ROAD, UNIVERSITY HEIGHTS, OHIO FOUR FOUR ONE ONE EIGHT

Photography allows me to create and express a
personal vision of Quality.

Look.

Quality is.

52% COTTON CONTENT

